

ZERO PLASTIC WASTE PERSONAL CARE PRODUCTS



SUSTAINABLE PERSONAL CARE WITH ZERO PLASTIC WASTE

Zero plastic waste personal care products, such as powdered shampoo, conditioner, body and face wash, are designed to minimize environmental impact by eliminating plastic packaging and reducing water content. These concentrated formulas come in recyclable packaging and activate with water, providing the same cleansing and nourishing benefits as traditional liquid products—without plastic waste. By choosing powdered personal care products, consumers can help reduce plastic pollution while supporting sustainable, eco-friendly alternatives.

BENEFITS



natural
ingredients



water free
formula



plastic free

WASTE DISPOSAL PATHWAY



Zero Plastic Waste Personal Care Products are meant to be recycled. Biodegradability and compostability tests are underway.

TARGET LITTER

Substitute single-use plastics of conventional personal care products



TARGET AUDIENCE



Retail & End Customers:

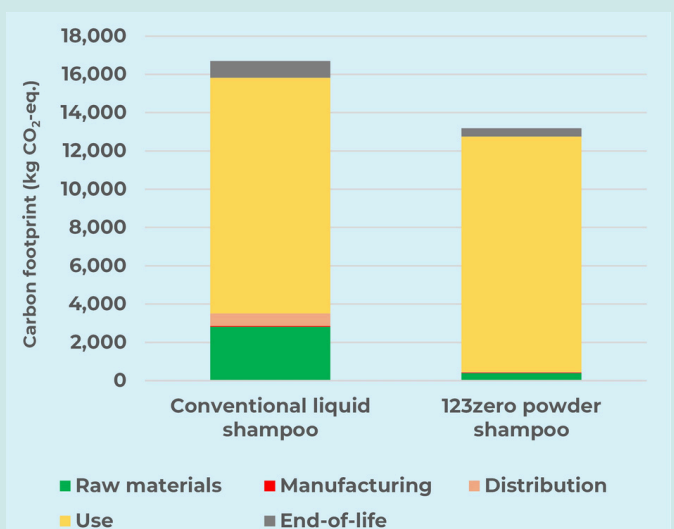
- Environmentally conscious consumers
- Frequent travellers seeking zero-waste alternatives
- Health-conscious users who prefer natural ingredients

B2B Clients:

- Hotels - Ecofriendly guest amenities
- Festivals - Zero-plastic-waste personal care solutions
- Schools and Shops - Educational Initiatives

IMPACT

Environmental - reduce pollution and lower carbon emissions



ZERO PLASTIC WASTE PERSONAL CARE PRODUCTS

CHALLENGES

- Consumer Education
- ❗ Users may be unsure how to dispose of compostable sachets.
- 🔗 Clear disposal instructions on site
- Handling & Storage
- ❗ Sachets are sensitive to moisture & humidity
- 🔗 Store in a dry place and providing waterproof display boxes
- Product Acceptance
- ❗ Consumer unfamiliarity with powder products
- 🔗 Clear communication of convenient use and eco-friendliness

PROPOSED IMPLEMENTATION



For Festivals:

- Booth set-up to distribute sachets
- Provide disposal bins for paper waste

For Hotels:

- Replace single-use plastic bottles with sachets in bathrooms
- Educate housekeeping staff on waste disposal

For Schools:

- Distribute sachets as part of sustainability education programs

For Shops:

- Distribute free of charge to raise awareness about eco-friendly travel solutions

CONTRIBUTION TO THE INSPIRE PROJECT

The INSPIRE project, funded by the European Union's Horizon program, is a pioneering initiative aimed at drastically reducing macro and microplastic pollution in European rivers through advanced detection, collection, and prevention technologies. As part of this effort, zero plastic waste personal care products offer a practical and scalable solution by eliminating single-use packaging, making them particularly effective in high-litter environments. These innovative products feature eco-friendly, non-synthetic packaging designed for zero waste, directly reducing microplastic accumulation while promoting sustainable consumer habits. Their success at large events highlights the feasibility of zero-waste personal care solutions, encouraging broader adoption in the tourism and hospitality industries. Learn more at <https://inspire-europe.org>.

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